

LIFE STYLE

St. Louis 34th Annual Builders

Home & Garden Show SM

a lifestyle changing experience SM

March 3-6, 2011 ▶ America's Center & Edward Jones Dome

exhibitor information



Produced by the Home Builders Association
of St. Louis and Eastern Missouri

www.stlhomeshow.com

**The Builders
Home &
Garden Show
is actually
6 Shows
in One!**

Kitchen & Bath
Lawn & Garden
Home Products
Interior Design
Pool & Spa
Green Products

- Feature gardens kick off spring.
- National displays add excitement.
- Dynamic PR and strong promotions bring consumers.
- Family fun areas keep them at the show for hours.
 - Informative seminars by industry experts enhance the show experience.

**The St. Louis Builders Home & Garden Show
is the largest quality consumer home show in North America.**

**More than 500 exhibitors and 1,800 booths
fill 400,000 square feet of America's Center & Edward Jones Dome!**

As an exhibitor, you will:

- Meet new and old customers who will see, touch, compare and buy your products or services.
- Expand your prospect list with thousands of qualified buyers.
- Increase your sales and traffic for the next year with quality leads generated at the show.
- Raise consumer awareness of your products and services.
- Be a part of one of the area's most popular, widely publicized events.

**And have a unique opportunity
to meet one-on-one with industry
leaders on *Industry Day*.**

On opening day, the HBA hosts thousands of top executives, architects and trade representatives who make buying decisions. Industry Day passes and opening day discounts ensure a large attendance and successful kick-off.

**Area consumers look forward
to the event each year, because
they know they are guaranteed
a quality show and consistently
tell us they are able to find the
products and services they need.**

rejuvenate  refresh  restore  renew  revive



LIFE STYLE

Research has shown that St. Louis consumers come to the show to buy.

Buying & Buying Intentions

63%
of attendees made a purchase at the show

67%
plan to spend \$1,000 or more on their home in the next year

33%
plan to spend \$5,000 or more on their home in the next year

15%
plan to spend \$10,000 or more on their home in the next year

Facts You Should Know

93% of attendees own their own home

25% plan to purchase a home within 1 year

67% plan to start a home improvement project within 1 year

21% have household incomes of \$100,000+

67% of attendees plan to keep the Show Directory as a buying guide for future purchases

"I would not miss this show. It is a great way to generate business leads."
(Thompson Price Kitchen Bath Home)

"This was the best show in three years for traffic and interest. Thank you."
(Murphy Fencing)

"Best show in 10-15 years as far as traffic."
(The Hardy)

"The HBA Home & Garden Show is great. We have been doing it for 12 years and we are very satisfied."
(The Bedroom Store)

"Face to face with thousands of people is one of the best ways to market yourself, and the HBA's Home & Garden Show is worth every penny in making this happen."

(Bales Junk Removal)

"The response from this year's show was excellent. Thanks!"

(Brendel Architects)

"It was a great show."

(Thomas Construction)

"Good show. Generated many good leads."

(Budget Blinds)

Every exhibitor receives a FREE listing in the Show Directory.

A strong marketing and public relations campaign helps support the show.

- Print advertising blankets the Metro Area - Missouri and Illinois
- Extensive radio and television advertising, with pre-publicity, giveaways and live show coverage
- New products, services and industry celebrities all covered by area media
- E-mail and direct mail campaigns supplement traditional promotion

This adds up to more coverage, more consumers, more sales!

Visit www.stlhomeshow.com for convenient on-line services:

- View a floor plan and choose your booth space
- Fill out your contract
- Fill out your directory forms

Questions?

Call

314-994-7700

Tammy Ridgley

(x124)

Renee Mincher

(x118)

Gary Zide

(x114)



Home Builders Association of St. Louis and Eastern Missouri





2011 BUILDERS HOME & GARDEN SHOW

March 3-6, 2011

APPLICATION FOR EXHIBIT SPACE

St. Louis 34th Annual Builders



The undersigned hereby makes application for space in the 2011 Builders Home & Garden Show. Payment (in U.S. Funds) for 50% of booth cost must accompany application contract form. See reverse side for rules & regulations.

1st Booth Choice _____ 2nd Booth Choice _____ Booth Size _____

Booth Location: Please list companies or products you do not wish to be adjacent to:

Products/Services to be shown: _____

Exhibitor Web Address: _____

We Agree That:

- All the provisions of the Rules, Regulations and Instructions as published on the back of this application and in the show prospectus shall be part of this contract.
- Full payment is due **January 13, 2011**. If full payment is not received before this date, space shall be forfeited and no exhibit may set-up. No refunds will be made for booth(s) cancelled after December 16, 2010. Prior to the refund deadline a cancellation fee in the amount of 25% of booth cost will apply.

Booth Sign: _____

Firm Name: _____

Address: _____

City/State/Zip: _____

Name: _____

Title: _____

Signature: _____

BOOTH COST	
Size	Price
8' x 10'	\$1,045
9' x 10'	\$1,180
10' x 10'	\$1,305
10' x 20'	\$2,390
10' x 30'	\$3,450
18' x 20'	\$4,150
10' x 40' or 20' x 20'	\$4,600
10' x 50'	\$5,675
20' x 30'	\$6,780
20' x 40'	\$8,920
20' x 50'	\$10,850
20' x 60'	\$12,660

* A \$100 premium will be charged for a single corner booth. This fee will be waived when two or more adjoining booths are purchased.
 ** A \$935 fee will be charged to eliminate 2 booths from the floor plan to create an island.

Phone () _____

Emergency Phone () _____

Fax () _____

Cell () _____

Email: _____

Exhibitor pass admits 1 employee for all show days. Exhibitors are provided a maximum of 6 passes for a 10' x 10' booth and 2 passes for each additional 10' x 10' booth. For example, 10' x 20' = 8 passes. Number of exhibitor passes entitled to _____. Number of extra passes _____ x \$6 = \$_____

PAYMENT FOR ADDITIONAL PASSES MUST BE INCLUDED WITH DEPOSIT!

Exhibitor Passes will be available for pick-up at the HBA office from February 1-24 between 8:30 am - 3:45 pm daily. Otherwise passes will be available for pick-up in the Home Show Office, Room 116 during set-up and show days.

FOR HBA USE ONLY

Home Builders Association
 10104 Old Olive Street Road
 St. Louis, MO 63141-1509
 314.994.7700, Fax 314.432.7185, Web www.stlhomeshow.com

Booth Assignment _____

Booth Size _____ Booth Cost \$ _____

50% Deposit \$ _____ Additional Passes \$ _____

Accepted by _____
 Tammy Ridgley, Show Manager

Balance due by **January 13, 2011** \$ _____

Payment for 50% of booth cost MUST accompany this application & the balance must be paid by January 13, 2011. Checks payable to the Home Builders Association or HBA. Returned checks will be charged a \$25.00 service fee.

RULES, REGULATIONS AND INSTRUCTIONS

Space Contracts

Application contracts for display space are enclosed. In applying for space, return one copy of the application contract to the Association office with a 50% deposit. Assignment of space will be on a first-come, first-served basis.

Consideration in the assignment of space will be the nature of the company and products to be displayed as well as the amount of space available.

Arrangement of Displays

Exhibitors are required to arrange their displays so as not to obstruct the general view or conceal other exhibits. It is suggested that exhibitors having large or bulky exhibits select wall space or island spaces. In all linear exhibit areas booth height may not exceed 8'3". Any display materials exposing an unfinished surface to a neighboring booth must be finished at the exhibitor's expense.

An island or peninsula is one whose space is 16' x 20' or larger and has four open sides:

1. The height limitation is 12' for island displays.
2. Any unfinished surfaces must be finished or masked to the satisfaction of Show Management
3. To facilitate the construction of these exhibits and aid in improving the overall appearance of the show exhibitors with island or peninsular displays should submit their plans to Show Management for approval by January 13, 2011.

Signs

No special signs, apparatus, etc., will be permitted to extend more than 8'3" above the floor and no interference with light or space of other exhibitor will be allowed. Illuminated signs must be placed against the back of the booth. No signs or banners are to be placed outside of the display space assigned to each exhibitor. All signs must be done by a professional sign shop. Any exhibitor having signs which are, or look, amateurish and detract from the overall dignity and refinement of the Show will be asked by Show Management to remove said signs from their booth. Signs may not be hung from the ceiling, beams or columns.

Selling of Products In Booth

Cash and carry selling or fund raising for non-profit groups, charities, etc. will be permitted only with written permission from Show Management. Orders may be taken for merchandise or service to be delivered at a future date.

Booth Equipment And Furnishings

Custom built displays are desirable and more effective because of their eye appeal. If, however, it is not possible to have a custom built booth, exhibitors may utilize the standard booth equipment which is furnished by Show Management. This will consist of drapes 8' high as a background and siderails 3' high. A 7" x 44" sign complete with exhibitor's firm name is included.

The official decorator will forward forms for ordering furniture and other special equipment after approval of application and assignment of space. They will be responsible for furniture rental, special signs, special drapes, exhibit design, construction and installation, labor and special services for this show. An exhibitor manual will be sent to each exhibitor 60 days before the show. The convention center will not supply any equipment.

Sound Control

Loud speakers, radios, television sets, or the operation of any machinery or equipment which is of sufficient volume as to be annoying to neighboring exhibitors will not be permitted. Public address systems used to attract the attention of people passing in front of your display will not be permitted. Licensed music in any form is prohibited without payment of appropriate licensing fees.

Decorator

Heritage Display Group of St. Louis, 6220 Shenandoah Ave., St. Louis, MO 63104, 314.533.8557 is the official decorator.

A service order form will be issued to all exhibitors covering electricity, carpentry, decorating, sign making, furniture for rental, gas, water, drains, cartage, uncrating, erecting, dismantling, and recreating of heavy machinery. Exhibitors will be billed directly for their services at the reasonable and uniform rates. A schedule of rates will accompany the service order form.

Labor

Union Labor will be provided at the prevailing rates to exhibitors upon their order, for the erection, dismantling and any servicing required for their displays. Straight time will be charged between the hours of 8 a.m. and 4:30 p.m., Monday through Friday. Overtime will be charged at all other times.

Electrical Equipment

Electrical wiring and equipment installation must conform to appropriate St. Louis City codes. The Electrical General Foreman is obligated to refuse connections where wiring is not in accordance with the St. Louis electrical code. Information and order forms for electric service will be forwarded to exhibitors at least 60 days prior to the show dates. Engines, motors or any kind of equipment may be operated only with the consent of the Director of Engineering.

Non-inflammable Materials

All materials used in the exhibit hall MUST be non-inflammable to conform with the fire regulations of the St. Louis Fire Department. No combustible decorations such as crepe paper, tissue paper, cardboard or corrugated paper shall be used at any time. All packing containers, excelsior and wrapping papers are to be removed from the floor and must not be stored under the tables or behind displays. All muslin, velvet, or any cloth decorations must stand a flame proof test as prescribed by the St. Louis Fire Department Regulations. Material not conforming with such regulations will be removed immediately at the exhibitor's expense.

Security

The Association will provide watchmen 24 hours a day during the show within the exhibit hall area only; the Association is not obligated to provide any other type of security. Any additional security measures must be provided by the exhibitor.

The Association will furnish guard protection at night, but neither America's Center Management, the Home Builders Association, Heritage Display Group of St. Louis, or their agents will be responsible for any personal injury to the exhibitor or his agent, for the safety of displays against robbery or damage by fire, accidents or other causes. The exhibitor is urged to take all such steps, measures and precautions as may be necessary to protect itself, its agents, representatives, employees and guests, as well as its displays and property against all possible injury, damage, loss and destruction at the show and during move-out.

Subletting Space

No exhibitor shall assign, sublet or apportion the whole or any part of the space allotted to them, nor exhibit therein any other goods, apparatus, service, advertising signs, etc., than those manufactured or sold by the exhibitor in the regular course of their business, without the written consent of the Show Management. Violation of this rule shall be cause for eviction without refund.

If it is necessary to use the equipment of another manufacturer, distributor, or dealer whose equipment should be displayed separately, than no advertising may be in evidence.

Distribution of Literature and Souvenirs

Printed advertising, souvenirs, etc. may be distributed by exhibitors from their own space only. Any souvenir or advertising that is of an objectionable or undignified character will not be permitted. Souvenirs should not be of the noise making variety. All such gifts are subject to the approval of Show Management.

Care of Building And Displays

Exhibitors will be responsible for any damage done to the building by them, their agents or employees. All property destroyed or damaged by exhibitors must be placed in its original condition by the exhibitor or at the exhibitor's expense. Walls, woodwork and building floor must not be defaced or altered in any manner whatsoever. Tacking, taping, or nailing of signs, banners, etc., to any permanent walls or woodwork or beyond the limits of any background is prohibited. No nails or bracing wires used in erecting displays may be attached to building. Exhibitors will be required to keep their booth displays neat and orderly throughout the Show.

Relocation of Exhibits

The Association reserves the right to alter the location of exhibitors, or of booths as shown on the official floor plan, if deemed in the best interest of the exposition. The Association shall have the further right to prohibit, bar, prevent, and remove any exhibit or proposed exhibit, or any part or portion, thereof, which in the judgement of the Association is unsuitable or inappropriate for the exhibition or purposes of such exhibition; and such right shall extend, but shall not be limited to all equipment, materials, displays, installations, and other items or things constituting part of or used in connection with any such exhibit.

Liability

Neither the Home Builders Association of St. Louis and Eastern Missouri, nor the City of St. Louis, owner of America's Center, nor America's Center Management, Show Committee Members, and their directors, officers, employees or agents will be responsible for any death, injuries to persons, or for the loss of, or damage to, property that may occur to the exhibitor or its directors, officers, employees, agents, or invitees, from any cause whatsoever, prior, during, or subsequent to the period covered by the display contract. By signing the display contract, the exhibitor, for itself and its directors, officers, employees, agents and invitees, expressly released the above-named entities and persons from any and all claims, demands, damages, actions and causes of actions for any such loss, damage, death or injury. Without limiting the foregoing, the exhibitor understands that any consignment of goods is entirely at the risk of the exhibitor.

Indemnification

Exhibitor indemnifies the Home Builders Association of St. Louis and Eastern Missouri, the City of St. Louis, owner of America's Center, America's Center Management, Show Committee Members, and their directors, officers, employees, agents and invitees against all claims, demands, damages, actions, causes of action, or judgements, including without limitation attorney fees and other expenses, for death or injuries to persons or loss of, or damage to, property arising, in whole or in part, out of any act or omission of exhibitor or its officers, directors, employees, agents, or invitees, done or omitted in connection with the Show. In the event that any such claim, demand, damage, or cause of action shall be asserted, or action or other proceeding instituted, against any of the above-named entities or persons, exhibitor shall defend against such claim, demand, damage, cause of action, action, or other proceeding by counsel satisfactory to the Association.

Insurance

Neither the Association, the City of St. Louis, America's Center, nor the Show Committee provide insurance for the benefit of exhibitors or their directors, officers, employees, agents and invitees. Exhibitors who desire to carry insurance on their displays or for any other purpose must place it at their own expense. Exhibitors are urged to maintain such insurance coverage as they may deem necessary to fully protect them against all risks assumed or incurred in, or in connection with, the Show.

Price List

The advertisement, exhibit or promotion may include prices, but shall not make price comparisons with competitive products.

Eventualities

In case the exhibit hall shall be destroyed by fire, or the elements, or by any other cause, or in case other circumstances shall make it impossible for the management to permit the contracted space to be occupied by the exhibitor, then this lease shall terminate and the exhibitor shall waive any claim for damages or compensation except the pro rate return of the amount paid for space rental.